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ABSTRACT

Central Michigan University has been systematically addressing alcohol and other drug problems on its campus through an Alcohol and Drug Abuse Intervention and Prevention Program (ADAIPP) which provides structure, coordination, and support for a number of coexisting programs on campus. During the 1988-89 academic year, these programs culminated in a National Collegiate Alcohol Awareness Week (NCAAW) in Fall of 1989. This report states the goals of NCAAW and summarizes the different programs and activities of the participants. These include a planning retreat, a professional development seminar, Isabella County and Mount Pleasant City programs, residence hall programs, programs sponsored by fraternities and sororities, Campus Recreational Services NCAAW activities, Wellness Resource Center activities, an Alcohol and Drug Recovery Panel, a report on media coverage from the campus Media Relations office, a Designated Driver program, and campus-wide publicity campaigns. An evaluation of the event is included, along with follow-up plans. A faculty reaction instrument is included. (TC)

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REPORT ON NATIONAL COLLEGIATE ALCOHOL AWARENESS WEEK FALL 1989

BY

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

Central Michigan University has been systematically addressing alcohol and other drug problems on our campus since the implementation of our Alcohol and Drug Abuse Intervention and Prevention Program (ADAIPP) in August, 1984. This program is conceptually an "umbrella" program which provides structure, coordination and support for a number of programs which have evolved and continue to evolve on campus. For example, the following programs all co-exist on our campus and attempt to work together in a coordinated fashion to reduce alcohol and other drug problems:

Housing Carefrontation Program
Housing Get SMART (Students Making Alcohol Responsibility Theirs)
SADD (Students Against Drunk Driving)
Eta Sigma Gamma's Designated Driver Program
Wellness Resource Center's Alcohol and Other Drug Education Program
Fraternities and Sororities Health and Liability Programs
PRIDE Student Outreach to Elementary, Middle and High School Students

In addition, we attempt to coordinate our campus efforts with other local and regional programs through representation on the Isabella County local Substance Abuse Prevention Task Force, Mid-Michigan Substance Abuse Commission, and Michigan Consortium on Substance Abuse Education. Our campus-wide efforts to address alcohol and other drug problems during the 1988-89 academic year are summarized in an annual report found in the appendix. This document is included in this report to provide the reader with an understanding of the scope of our efforts to reduce campus alcohol and other drug problems.

In the following pages the goals of NCAAW for 1989 will be stated and then the different programs and activities will be summarized. Note, the goals and philosophy of our campus ADAIPP are found in the program's annual report in the appendix. Supporting documents for NCAAW activities are also found in the appendix.

NCAAW Goals

1. Use NCAAW as a springboard for the year's alcohol/drug education efforts.

2. Coordinate and provide on and off-campus alcohol and other drug education programs and presentations.

3. Maintain efforts to reach students living on-campus, and more systematically target off-campus students.

4. Expand some campus programs into the Mt. Pleasant community and beyond.

5. Encourage faculty to incorporate discussion of alcohol and other drug issues in their classes if consistent with the educational goals of the class.

6. Involve campus media more completely in NCAAW than previously done and as a result reach more off-campus residents and local community.

7. Survey faculty regarding their awareness of NCAAW, participation in NCAAW, whether or not they discussed alcohol usage in class, to what extent respondent evaluated their own use of beverage alcohol, respondent satisfaction with NCAAW and faculty perceptions regarding the importance of faculty involvement in NCAAW specifically and alcohol/drug education in general.

Central Michigan University

During fall semester CMU enrolled 17,229 students and employed 2,335 people. Six thousand fifty students live in our 19 residence halls.

Summer 1989 Alcohol/Drug Programs Coordinating Group (A/DPCG) Planning Retreat

On June 13, 1989 the A/DPCG met for an all day planning retreat and luncheon during the summer to discuss campus alcohol/drug prevention activities during the 1988-89 school year and plan for the 1989-90 academic year. At this point, training manuals were given to coordinating group members and we decided to conceptualize NCAAW as a springboard for an entire year of alcohol/drug education. See cover page for a listing of the current 28 members of the Coordinating Group.

Gerardo Gonzalez Professional Development

On October 5-6, 1989 Dr. Gerardo Gonzalez, Associate Professor of Counselor Education, University of Florida, Gainesville, Florida, was on our campus to provide training to students, faculty, staff and administration, and generally bring attention to alcohol/drug issues. Seventy-five individuals from Central Michigan University and other colleges/universities (Saginaw Valley State University, Mid Michigan Community College, Eastern Michigan University, and Grand Valley State University) attended Dr. Gonzalez's presentation on "Alcohol Abuse and Other Drug Use Prevention on the College Campus". This presentation

was a summary of his Integrated Theoretical Model on Alcohol and Drug Abuse Prevention and was very helpful in providing a framework for student and employee alcohol/drug education. An evening presentation, "Student Involvement in Reducing Campus Alcohol and Other Drug Problems" was attended by 250-300 individuals, including many students from CMU and other colleges and universities. Dr. Gonzalez also met informally with about 50 people at two continental breakfasts, had a luncheon meeting with the Vice President and Assistant Vice President for Student Affairs and the Alcohol/Drug Programs Coordinator, met informally with the Hispanic Student Organization and Alcohol/Drug Programs Coordinating Group. Following his campus trip, Dr. Gonzalez provided us with some written observations regarding our campus alcohol/drug program.

Overall we were very happy with Dr. Gonzalez's visit to campus and evaluations were very positive. See the appendix for advertising materials, the evaluation summary and other supporting documentation on his visit.

Alcohol and Other Drug Problems in Isabella County

Throughout the 1988-89 academic year the Isabella County Human Services Coordinating Body Substance Abuse Prevention Task Force met to discuss common concerns regarding alcohol and other drug problems in Isabella County. The Task Force is made up of community members, the Prosecuting Attorney, substance abuse prevention professionals, representatives from the schools and university, and the Saginaw Chippewa Indian Reservation.

One of the major projects of the Task Force was a Community Forum which was held in our local municipal building and which was attended by approximately 95 people from the community (including university) in addition to the ten panelists and Task Force members. Central Michigan University was a co-sponsor of the event and was responsible for the evaluation and videotaping of the event. Currently it is planned to show at least portions of the Forum on local public access television.

One result of the Forum has been a crackdown on under age drinking in the largest local bars (Dave Hunter personal communication). Dave Hunter, owner of the Wayside Central, was quoted in the local paper, The Morning Sun, on November 11, 1989, "Besides having employees whose only job is to check for stamps and take away drinks from minors, I've also eliminated the selling of pitchers (of beer) because they are abusive in nature." In the same article it was noted that two other local bar-owners had pledged their support in the under age crackdown, including Nick Ventimiglia, owner of Nick's Saloon, and Richard Swindlehurst, owner of Sir Richard's Pub.

See the appendix for supporting material on the Forum including the above mentioned article, evaluation and some advertising materials. Press releases and examples of correspondence are found in the evaluation report. Note that the Task Force intentionally chose early October for the Forum to coincide with NCAAW. The evaluation report is being used to plan future substance abuse prevention programs and activities in Isabella County.

Zero One Three Weekends

The Alcohol/Drug Program Coordinator, Ross Rapaport, was a member of a planning group which met throughout the summer to adapt this Michigan Office of Substance Abuse Services prevention project to the specific needs of the higher education community. The Zero, One, Three message is an attempt by substance abuse prevention specialists in Michigan to operationally define precisely what is meant by a limit. Zero= zero alcohol. Especially is you are under 21, driving, chemically dependent or pregnant. One= One drink per hour sets the pace for moderate drinking. Three= No more than three drinks per day and never daily.

The Zero One Three Weekends initiative is a campaign to encourage safer fall activities on the college campus. "Safer Weekend Tips", "Know what you drink", "How to prepare a safer pre-game/tailgating party" and "Ways to refuse a ride" were specific targets of the campaign. Materials were distributed on campus, throughout the residence hall system, printed in the campus newspaper and written up in our faculty/staff newsletter. See the appendix for copies of these materials.

Mt. Pleasant City Council Proclamation

On Monday, October 9, 1989, the mayor of Mt. Pleasant proclaimed October 15-21, 1989 as Alcohol Awareness Week in Mt. Pleasant. This action was coordinated by Marge Rau, Administrative Assistant to the Vice President for Student Affairs.

CMU President Proclamation

On Monday, October 9, 1989, CMU President Edward Jakubauskas proclaimed October 15-21, 1989 as Alcohol Awareness Week and encouraged faculty members to support campus alcohol education programs. His letter said in part, "... This year, special emphasis will be placed on achieving broader participation on the part of faculty, staff and students. In an attempt to reach more students and to incorporate an academic facet to this important program, I am asking faculty members to address alcohol-related topics during classes. I understand that the courses you are teaching may not relate directly to alcohol issues, but perhaps you could incorporate this topic into your lecture, foster a class discussion, or give an assignment which would increase students' knowledge of this subject. Our objective is to get students to make safe decisions about alcohol..."

Residence Hall Programs

(Report submitted by Dino Martinez, Janet Walls and Housing Staff)

The residence hall system (19 residence halls with 6,050 residents) provided a total of 50 programs (active and passive). Some of the programs are listed by residence hall in Table 1. The level of participation is also indicated. Most of these programs have been evaluated formally in prior years, consequently, most evaluations were informal. Housing also served mocktails or had mocktail contests at a number of residence halls. Posters which focus on the role of alcohol in a person's life were displayed throughout all the residence halls.

Table 1. Housing Alcohol Awareness Programming List

Program Title	Description	Approx. Attn
Become a Bartender	Mocktail Contest	25
Breathalizer	Drinking/Driving Laws	30
*Roaring 20's	Casino Night	350
J.R. Winfreds	Pledges to Not Drink at Bar	50
Effects of Alcohol	Wellness Resource Program	30
Hollywood Squares	Awareness Program via Gameshow	40
*Sobriety Test	Drinking/Driving Laws	35
Wallyball Tourney	Recreation/Sports	25
*Create-a-Cooler	Mocktail Contest	40
*Copacabana	Casino Night	300
**Recovering Alcoholic	Personal Story	30
Awareness Dance	Dance	40
Cop-a-Bug	Drinking/Driving Laws	50
Awareness Message	Bulletin Board Messages	89+
**Recovering Alcoholic	Personal Story	20
Survey (on Use)	Awareness Survey	86+
Survey (Knowledge)	Awareness Survey	86+
All Hall Keg Party	Games Night with Root Beer	60
**Recovering Alcoholic	Personal Story	40
*Roaring 20's	Casino Night	30
*Copacabana	Casino Night	30
**Recovering Alcoholic	Personal Story	35
Create-a-Color	Mocktail Contest	25
**Recovering Alcoholic	Personal Story	30
Mocktail Party		300
Prohibition Night	Casino Night	400

*Same program but listed again.
**Same program but separate locations.

Greek NCAAW Programs

Theta Chi

(submitted by Ken Duetsch)

On Thursday, October 22, Theta Chi, along with the Rec Club and Residence Hall Association, sponsored an alcohol-free dance at Finch Field House for Alcohol Awareness Week. The Field House was set up with tables, chairs, refreshments and a live DJ. There were also booths set up by the different sponsors and also by PRIDE. These booths had information about alcohol and it's abuse. Many area merchants donated prizes which were given out about every half hour. Overall the dance was a huge success.

Phi Mu

(submitted by Jennifer Scarpace)

The women of Phi Mu will be sponsoring a survival workshop for the entire campus. The workshop, presented by the Wellness Resource Center will cover topics such as drug/alcohol awareness, birth control, stress and other topics related to college life. This workshop is tentatively scheduled for Wednesday, November 29.

On Monday, November 13, 1989, Phi Mu is holding an open house with all proceeds going to help defray medical costs of our sister in need, Lisa Konjicek. The event will include hors d'oeuvres and non-alcoholic beverages.

Sunday, October 29, 1989, Phi Mu and Sigma Kappa gathered at the Phi Mu house to have a pumpkin carving party. We handed out jack-o-lanterns to all of the fraternity houses as well as a few to Winchester Towers. On December 4, both groups are planning to go Christmas caroling throughout the neighborhood.

Zeta Tau Alpha

Each semester we are required to show a videotape to our chapter on the effects and serious problems that come about due to alcohol problems. Our National Office furnishes us with all the materials. We are also required to sign alcohol compliance forms that are kept on file.

Also during Alcohol Awareness Week we hosted a BYOB (Bring Your Own Banana) Party at our house with our brothers, Sigma Phi Epsilon. In essence, it was a banana split non-alcoholic social.

Delta Sigma Phi

(submitted by Mike Potts)

Delta Sigma Phi arranged a mocktail party as a fund raiser for one of our brothers who was injured in a fall. We invited the entire CMU community, in particular Greeks. We served non-alcoholic drinks and light food. Over 200 people attended the event. It was covered by our school newspaper and considered a great success.

Phi Mu

A primary example of a non-alcoholic function Phi Mu participates in would be Phi Mu/Alpha Chi Rho Brother/Sister week, November 13-18. Phi Mu will be a holding a non-alcoholic open house on Monday, November 13, which every sorority and fraternity is invited to attend. The activities Phi Mu/Alpha Chi Rho will engage in, consist of movies on November 14 and kite flying at Island Park on November 16.

Campus Recreational Services NCAAW Activities
(report submitted by Karen Hutchins)

*Foundation for Year-Long Programming:

The NCAAW activities held by Campus Recreational Services were a part of our yearly calendar of recreational activities. The week's events served a dual purpose in that we were also celebrating National Recreational Sports Week. The special events held were intended to increase awareness of our programs and the recreational opportunities available to students, faculty and staff.

The focus Campus Recreational Services takes is one of promoting positive healthy recreational alternatives available to students, faculty and staff. Throughout the year we offer various intramural activities as well as open recreation. NCAAW is used to highlight special fitness opportunities, intramural opportunities and social recreation opportunities available. Although our programs do not directly emphasize alcohol issues, we do make it a point to emphasize the alternatives students, faculty and staff have as opposed to going to bars or parties. Throughout the year, we also maintain a bulletin board which emphasizes drug and alcohol issues as well as other health issues.

*Variety and Creativity of Activities:

In conducting the activities of NCAAW, we had two main goals: (1) to increase student participation; and (2) to increase awareness of the benefits of healthy lifestyles. In order to carry out those two goals, student organizations were invited to be co-sponsors of events. The organizations helped promote the activities.

Another related focus was added to several of our activities to improve awareness. Several of the intramural activities held were conducted as a fund raiser for the USF&G National Collegiate Drive to Cure Paralysis. This campaign was tied in to NCAAW because a majority of paralysis victims are college age and were involved in alcohol-related accidents. By being involved in our recreational activities, the participants were not only involved in a fun, healthy activity for their benefit, but also for someone else's benefit who could not participate.

The activities held during NCAAW were:

Flag Football Tournament - This weekend tournament was sponsored by the Interfraternity Council and was a part of the USF&G Drive to Cure Paralysis. The IFC assisted in promoting the event by posting posters throughout campus,

setting up an information table at the University Center and showing a videotape on the Paralysis Drive. The tournament was open to Men's, Women's, and Co-Rec teams, and all students faculty and staff were eligible to participate. Added incentive to participate was the award of the winning teams having first priority in representing our university at the National Collegiate Flag Football Championship (an honor that in the past went to our all campus intramural champions). National incentives were also available from USF&G.

Wallyball Tournament - This two-day tournament was sponsored by the Student Racquetball Club and was a part of the USF&G Drive to Cure Paralysis. The racquetball club assisted by posting posters, distributing flyers, and working an information table at the University Center. The tournament was open to co-rec teams and all students, faculty, and staff were eligible to participate. The tournament winners received All Campus Champion t-shirts and the runners-up received t-shirts donated by a local sportswear shop.

Department Volleyball Tournament - This two-day event was held by our department as an attempt to get faculty and staff more involved in our programs. Various flyers and letters were mailed to the campus departments announcing the event. The tournament winners received All Campus Champion t-shirts.

"Party Smart Dance" - This Thursday night dance was co-sponsored by the Residence Hall Assembly and the social fraternity Theta Chi. The dance was held to promote alcohol awareness and to offer a social alternative to the Thursday night bar scene. The two co-sponsoring organizations worked together in securing a disc jockey, and decorations for the dance site. The two groups also went out and obtained various donations from local businesses for door prizes. Invitations were sent out to all the university senior officers, the Alcohol/Drug Programs Coordinating Group and several other key university persons. Flyers were placed throughout campus, information was placed in the student newspaper, and public service announcements were placed on campus radio stations and the campus cable television station.

Homecoming Balloon Launch - This event was sponsored by the Student Recreation Club and was a part of the USF&G Drive to Cure Paralysis. The focus of the event was to make spectators more aware of the efforts being done for paralysis victims and indirectly emphasize the possible negative effects of alcohol.

Various other events were held throughout the week to draw attention to existing programs. Activities in this category included designated fitness walks and a special theme aerobics session.

***Breadth of Participation:**

Flag Football Tournament - Open to all students, faculty and staff. A total of 267 persons participated: 193 men, 55 women, 19 workers. A total of 17 teams were involved in the tournament.

Wallyball Tournament - Open to all students, faculty and staff. A total of 26 persons participated: 14 men and 12 women. A total of six teams were involved in the tournament.

Department Volleyball Tournament - Open to all faculty and staff (some students played when necessary to complete teams). A total of 51 persons participated: 33 men, 16 women, 2 workers. A total of six teams were involved in the tournament.

Party Smart Dance - Open to all university persons and their families. Approximately 200 persons attended with an average of 30-40 persons at a time (100 people were present from 9:00 - 9:30 PM). Over $400.00 worth of door prizes were given away throughout the evening.

Balloon Launch - Adverse weather limited this event. Did give out approximately 400 balloons but did not raise much money. (The golf tournament planned also fell because of a lack of entries.)

Aerobics - Maintained same number of participants as was planned. (Walks were cancelled due to adverse weather.)

***Evaluation:**

Approximately 500 participants took part in the NCAAW activities sponsored by Campus Recreational Services. (This does not include all the student organization members who helped carry out the events.) Although the activities held did not directly address the issues of alcohol, a lot can be said for the individuals who participated in our activities. The weekend of our football tournament was also the weekend of an away varsity football game against a popular conference rival. The fact that 260 students chose to stay and participate in our event rather than get involved in the destructive post-game partying at the rival school was demonstrative of those students making a choice against alcohol. Also, the weekly activities held by our department were evening activities where the participants had to choose between the numerous homecoming celebrations and specials at local establishments and our positive recreational alternatives. The turnout for our activities was positive and shows that the students are willing to get involved in more positive social recreation. This was also exemplified by the numerous participants who indicated a strong interest in more special event programming, like that week, throughout the year (particularly faculty and staff).

Campus Recreational Services plays a vital role in the yearly activities of Central Michigan University's efforts to promote alcohol awareness. Our department focuses on providing the students, faculty and staff an opportunity to engage in healthy lifestyles through numerous recreational activities. Our message during NCAAW to the university community is "Here is what you can do instead of partaking in alcohol-related events; here are various recreational activities--fitness, social, intramural - that are available to you on a daily basis; here is a chance to meet new friends, get physically fit and to improve your health; here is what Campus Recreational Services wants to do for you-- come join the fun!

Wellness Resource Center — NCAAW Activities

(report by Casey Cramer)

Monday, October 16 - Presentation held in the Towers residence complex-- "How to Help a Friend Who Has A Drinking Problem." The format was small group discussion. Handouts were also provided for participants. Two PAHLS (Peers Advocating Healthy Lifestyles) facilitated the discussion.

Tuesday, October 17 - A panel of recovering persons recounted their personal experiences regarding using alcohol and other drugs. A question and answer period followed. Panel co-sponsored by Thorpe residence hall.

Wednesday, October 18 - Drug presentation for the CMU basketball team. Showing of the video, "This Game's for Keeps" was followed by informal discussion.

During the entire week a display table was maintained outside the Wellness Resource Center (WRC). Pamphlets, bumper stickers, red ribbons, "Zero, One, Three" buttons and "Yield the Keys" key chains were given out. On Tuesday, October 17, a representative from the Michigan Substance Abuse and Traffic Safety Information Center (MSATSIC) used that space for a special display of free substance abuse literature. From Monday through Wednesday, videos dealing with alcohol issues were shown on a large screen TV in the main lobby of the University Center (UC). Show times were between 10 AM and 2 PM. Throughout the week a twelve foot banner with the message, "Alcohol Awareness: Win Before You Start" was displayed over the main walkway leading to the UC (the WRC is located in the lower level of the UC).

The Wellness Resource Center also sponsored a NCAAW contest. Participants were asked to write a paragraph on the question, "What is the most important thing your classmates need to know about alcohol?" Our main goal for the contest was to increase people's knowledge of the WRC. Prizes were donated by the University Bookstore and included a CMU sweatshirt, T-shirts and hats. The WRC also cooperated in the Enjoy Michigan Safely campaign by posting "Zero, One, Three" posters around campus.

Note: "Zero, One, Three" are the catch words of the new Enjoy Michigan Safely campaign. The effort is sponsored by the MSATSIC and is designed to encourage responsible use of alcohol.

Zero= It's OK not to drink, especially if you're under 21, driving, chemically dependent or pregnant.

One= One drink per hour sets the pace for moderate drinking

Three= No more than three drinks per day, and never daily.

Table 2. Wellness Resource Center - Substance Abuse Program
1989 NCAAW Program

Date	Title	Attendance	Evaluation
Monday, October 16	"How to Help a Friend Who Has a Drinking Problem"	Approx. 10	Informal
Tuesday, October 17	Panel Discussion	Approx. 20	Informal
Wednesday, October 18	"This Game's For Keeps"	Approx. 40	Informal

Approximately 300 pieces of printed material on various topics were distributed at the display table.

NCAAW is only one aspect of the Wellness Center's year long, comprehensive program geared to address substance abuse problems at CMU.

Alcohol panels are held almost weekly in residence halls and on occasion in the classroom. The Wellness Resource Center co-sponsors (with SADD and Eta Sigma Gamma) a Designated Driver program which is marketed throughout the year. Between Thanksgiving and Christmas the Wellness Resource Center held an ACOA panel presentation to inform and encourage those who's families are affected by alcohol to seek help and support so that they can better handle or circumvent problems at home over the holidays.

The Wellness Resource Center also loans substance abuse videotapes on a regular basis for private and classroom use.

Alcohol and Drug Recovery Panel
(submitted by Sally Reyes)

Throughout the year a panel of recovering chemically dependent individuals (some CMU students, faculty or staff and some not) make presentations on and off campus regarding their experiences relating to alcohol/drug problems. We feel this information is an important component of a comprehensive campus wide program. Table 3 summarizes a listing of completed panels as of mid-November. Panels will be provided throughout the academic year. See the appendix for a copy of the letters sent to faculty and staff announcing the panel.

Table 3: List of Panel Presentations

Where	How Long	# People On	# Attending	Evaluations
Cobb Hall 10/11/89	1 1/2 hrs. 7 PM	6	20	yes
Thorpe Hall 10/17/89	1 1/2 hrs. 7 PM	6	18	yes
Class Pearce 10/30/89	1 hr. 8 AM	4	25	
Class Pearce 10/30/89	1 hr. 10 AM	4	25	
Merrill Hall 11/1/89	1 1/2 hrs. 7:15 PM	5	22	yes
Class Anspah 11/7/89	1 hr. 20 min. 9:30 AM	4	20	yes
Class Pearce 11/16/89	1 hr. 20 min. 3:30 PM	4		
Class HES 107 11/16/89	1 1/2 hrs. 7 PM	4		

Media Report

(submitted by Lynette Hawkinson)

Through contact with various media in the area, I formed a list of stations that could run PSA's regarding NCAAW. The newspapers already had press releases and other related information from other sources in the university.

The week preceding NCAAW, the following radio stations agreed to broadcast a public service announcement:

WMMI Broadcasting
WWTV - 9 & 10
WCEN - FM-AM
WCHP
WCMU - FM
WCFX - FM

I produced two public service announcements and a cover letter that explained the PSA's and how often to run them. The PSA's incorporated the "Zero, One, Three" method and listed names of contact persons for more information. I delivered the information to the stations the Friday before NCAAW, which should have been done at least two week prior to the air date. Luckily, the stations were very helpful and cooperative.

After NCAAW, I did a follow-up on the PSA's. The follow-up was designed to:

*See if the PSA's were used by all stations,

*Did they have to edit them, and

*How many times per day were they ran?

I also thanked the stations for their contribution to making this year's NCAAW a success.

All of the stations used the PSA's and they did not have to be edited, except to fit it into a smaller time spot. The majority of the stations could not give me a definite number of times ran because the air space differs from day to day.

Overall, I felt the use of the PSA's has added to the knowledge of Alcohol Awareness Week. The use of radio reaches people who may otherwise have no way of knowing about NCAAW. This is definitely a resource that should be used every year.

Student Newspaper Coverage of NCAAW and Advertising

Central Michigan Life (CM Life) is our student run newspaper and is published three times a week during the academic year and once a week when school is in session during the summer. The paper was involved in two major initiatives. First, a series of articles before and during NCAAW and second, a concerted effort by the advertising sales staff to sell advertisement with an alcohol educator message.

Under the leadership of CM Life editor, Ruth Violante, and Alcohol/Drug Programs Coordinating Group member and health reporter Colleen Newvine, the articles were printed in CM Life before, during and after NCAAW. Many of the articles, date published and author are listed in Table 4 and found in the appendix. Some advertisements are also listed in Table 4.

Table 4: CM Life NCAAW Articles and Advertisements

Title	Date	Author
Group Offers Tips on Safe Drinking	September 20	Patty Marcus
SGA Discusses Drug Committee	September 23	
Drug Abuse Counselor Slated to Make Three Presentations at CMU	October 4	Colleen Newvine
Gonzalez: Alcohol Abuse Affects Everyone in Society	October 6	Colleen Newvine
Find Out Campus Community Should Get Involved in Awareness Week	October 11	Editorial
County Officials/Residents Discuss Alcohol, Drug Abuse	October 11	Colleen Newvine
Is It a Problem?	October 11	Ross Rapaport
President Stresses Alcohol Awareness	October 13	Letter to Editor by President Jakubauskas
Student Athletes Find Themselves in Unique Position With Alcohol	October 13	Colleen Newvine
"Just Say No" Wednesday	October 13	Denise Eichner
Sporting Events Slated This Weekend	October 13	Nicole Cogan
Coming Out of a Deep Pit	October 13	Laura Phillips
Partiers	October 13	Editorial
Boozeblitz	October 16	D. Michael Heaney
Bar Owners Responsible for Patron's Intoxication	October 16	Susan Maas
Help Prevent Alcohol Misuse and Abuse Through Education	October 16	Donated Ad
The "In" Drug	October 16	Jessica Harrison
Just One Night of Drinking Can Cause Physical Problems	October 18	Jennifer Jensen
Expert: Don't Look for Excuses to Drink	October 18	Kelly McCarty
Police, Bar Owners Agree Patrons Need Some Responsibility	October 18	Jennifer Chrisman
Programs Help Increase Alcohol Awareness	October 18	Jennifer Williams
Dance - Part of Alcohol Awareness	October 18	

Before I'll Ride With A Drunk, I'll Drive Myself - Stevie Wonder	October 18	Donated Ad
Counseling Center Can Help	November 1	Julie Norris
Booze Opens Door to Abuse	November 1	Reprinted Bob Talbert Column
South Quad Sponsors Mock Gambling	November 1	
Students Find Alternative to Drinking	November 3	Jennifer Jensen
Saginaw Indian Tribe Plans Anti-Drug March	November 3	Heather McCrea
What Is It Like to Be Chemically Addicted	November 8	Joyce Williams
Nearly 200 People Rally in Anti-Drug Freedom Walk '89	November 18	Sherrie Super

The CM Life advertising staff attended an educational program early in the semester on the media influences on alcohol beverage consumption. Part of the training involved evaluating possible ads as to their consistency with the paper's standards of acceptability (See Campus Alcohol Policy in the appendix). As a result of this training and under the leadership of Kristine Kokx, Advertising Manager, some beverage alcohol advertisers have begun to include alcohol education messages as part of their advertisements.

The advertising staff's major project for NCAAW was a two page ad which was sponsored by fifty-seven local businesses and organizations. The ad, which was printed on October 20, stated in part "Last year, some college students got so drunk they couldn't stand up. Ever. Be responsible, don't drive drunk."

See the appendix for copies of the articles, paid advertisements and some ads the paper ran at no cost during NCAAW as part of it's effort to help reduce campus alcohol/drug problems.

Media Relations

Media Relations on our campus is involved in public relations and promotional activities for the campus. This office is responsible for the campus faculty/staff newsletter, writing press releases and does technical work, editing, and art work for posters and other promotional materials.

Under the direction of Jo Stephenson, Dr. Gonzalez's October 5 presentations and NCAAW were listed on the University-wide calendar, a September 27 press release titled, "Anti-Drug Abuse Expert Helps Students Reach Their Potential" and on October 5 press release titled, "Top-Rated Alcohol Awareness Week Helps Dispel Myths" were written and distributed to the media. The October 16 Newsletter printed the article, "Alcohol Awareness Week Helps Dispel Myths." The October 2 Newsletter publicized the Dr. Gonzalez visit to campus. The Newsletter is distributed to all university employees.

Linda Norlock and Dennis Focken from Media Relations were involved in adopting the Zero One Three concept to address academic excellence. Ross Rapaport identified the concept which was developed by Linda and Dennis. The result was a "PARTY SMART" poster which ties in misuse of alcohol with poor

academic performance. The poster reads in part, "You Can Learn to Party Smart" and goes on to ask the following questions (among others): "Have you ever skipped class because of a hangover or turned in a late assignment or gotten a lower test or quiz grade because you were drinking the night before?..." Lynn Hawkinson, Student Media Consultant pretested earlier versions of the poster to obtain student feedback and reactions.

See the appendix for copies of the articles, press releases and "PARTY SMART" poster.

CM Life Counselor's Corner

An October 10th "Counselor's Corner" article written by Ross Rapaport printed in CM Life discussed the types of alcohol/drug problems commonly seen in the Counseling Center. An early November Counselor's Corner article by Joyce Williams explored what it is like to be chemically dependent. These articles are found in the appendix.

Designated Driver Program

(from November 20, CM Life Article written by Colleen Newvine)

An old program just got a new boost of energy. Eta Sigma Gamma, a national professional health/science honorary, had 1,000 fliers and 1,000 cards printed for the designated driver program to renew the project, said Kathlyne Mueller, ESG vice president of service.

Other sponsors of the program are the Wellness Resource Center, Students Against Driving Drunk and CMU's Alcohol and Drug Abuse Intervention and Prevention Program.

The program has existed on campus since the early 1980's. It provides free non-alcoholic beverages to those presenting designated driver cards at area bars and agreeing to provide safe transportation. Mueller said last week the group put up the fliers and contacted the participating bars to make sure they were still interested in the program.

In doing so, the group found many things have to be changed, but the program will still continue. For example, Tom's Foolery, 112 W. Michigan St., was a participant in the program previously, but when ESG members went to deliver materials to Foolery owner Harvey Venier, they found new Rubbles owner Tom Minelli. Mueller said TJ Pepper's, 1904 S. Mission St., La Senorita, 1516 S. Mission St., and The Blackstone, 212 W. Michigan St., also had different management this time around. All the new people were willing to continue the program their predecessors had participated in, Mueller said.

Other member establishments include: The Embers, 1217 S. Mission St., Nick's Wagon Wheel, 1111 S. Mission St., Wayside Central and J.R. Winfred's, both of 4066 S. Mission St., Freddie's Tavern, 705 S. Adams St. and The Main, 807 S. Mission St.

Some exceptions to the "free pop" rule exist, Mueller said. Wayside Central, for example, gives discounted pop --25 cents each --to those presenting the

cards, and Nick's only allows one free drink a night on Friday or Saturday, Mueller said. These establishments are trying to avoid abuse of the program, Mueller said. "They're afraid people are drinking the free pop that wouldn't be drinking anyway," Mueller said. She said a survey last year of about 300 students revealed that "once we started prodding," people knew about the program and knew if they had the card, they could get a free pop if they were driving. But, Mueller said, "They didn't know how to use it." Mueller said the directions are simple: present the card to the bartender and request a free pop.

Designated driver cards are available at residence hall desks, the Wellness Resource Center in Bovee University Center, and "to a limited extent," at the participating bars, Mueller said.

Homecoming Parade Float

PRIDE developed a float which was a car with one member wearing large hands with the slogan "Hugs Not Drugs."

Red Ribbon Day

Our student organization PRIDE sponsored for fourth year a Red Ribbon Day campaign, where members of the university wore red ribbons as a statement against drug abuse. Approximately 14,000 red ribbons were distributed throughout the campus community. The president of the university spoke at a kick-off ceremony which was attended by approximately 20 people. The PRIDE group also provided consultation and support to our local Parent to Parent group in their work to implement a Red Ribbon campaign in the local community. A number of local businesses supported the Red Ribbon campaign (including Isabella Bank and Trust and local flower shops) and red ribbons were passed out at a local parade.

Community Outreach

This year various CMU groups made a concerted effort to expand NCAAW programming and general alcohol and other drug education efforts to the Mt. Pleasant community. Some of these efforts have been mentioned previously in this report, however, they are deserving of special recognition and are summarized in Table 5.

Table 5. CMU NCAAW Outreach to the Community

Organization	Program
PRIDE	Red Ribbon Day consultation to local Parent to Parent group on community-wide Red Ribbon Day; ongoing outreach programs to elementary, middle and high schools; "Hugs Not Drugs" theme; participation in Michigan communities in Action for a Drug Free Youth.
Eta Sigma Gamma Wellness Resource Center, SADD, ADAIPP	Designated Driver Program
CM Life	Newspaper series on Alcohol/Drug Topics; involving local advertisers in providing anti alcohol abuse ads (The paper is available throughout the community).
CMU, Alcohol and Drug Abuse Intervention and Prevention Program	Co-sponsor of Community Forum
CMU	Approximately 40 CMU students, faculty and staff participating in a Native American Walk for healthy lifestyles at the Saginaw Chippewa Reservation.

Evaluation

This year's NCAAW evaluation was focused on assessing faculty awareness, interest and involvement in NCAAW activities. Many individual programs have been evaluated over the years and continue to be evaluated. Since faculty incorporating alcohol/drug education into classroom activities was a major focus of NCAAW, an evaluation of this effort was prioritized and conducted. All faculty and teaching graduate assistants were sent on November 6, through campus mail, a brief, one page questionnaire.

A total of 700 surveys were sent out and 183 were returned by December 12. Ninety-five percent of the respondents were faculty and five percent were graduate assistants. Survey responses are summarized in Table 6. Review of this table shows that 96% of survey responds were aware of alcohol awareness week, 12% attended or participated in an alcohol awareness week program or activity and 25% discussed alcohol or other drug issues with students. Of those respondents who drink (N=129), 19% examined their use of alcohol somewhat or a great deal, while a significant number of respondents did not evaluate their use at all (57%) or evaluated their use a little (23%).

Eighteen percent of respondents incorporated or planned to incorporate (38%) relevant alcohol/drug information into their classes. Of those respondents with an opinion (N=100), most were satisfied with NCAAW (10% "a little", 38% "somewhat" and 49% "a great deal"). Most respondents with an opinion (N=164) think observing NCAAW is a good idea (95%). Interesting, there was quite a divergence of opinion regarding the extent to which faculty should be involved in campus efforts to reduce student alcohol/drug problems. Of those with an opinion (N=163) six percent felt faculty should not at all be involved in such efforts, 12 % a little, 43% somewhat, 39% a great deal.

A final question asked respondents for any additional comments or suggestions. Many faculty made comments which will be useful in our future planning.

Table 6. Faculty Evaluation of National Collegiate Alcohol Awareness Week

EVALUATION OF NATIONAL COLLEGIATE ALCOHOL AWARENESS WEEK (NCAAW)

1. Were you aware of alcohol awareness week at CMU during Fall Semester 1989?

   Yes 176 No 7

2. Did you attend or participate in any alcohol awareness week programs or activities?

   Yes 21 No 159

3. Did you discuss with any students alcohol or other drug issues?

   Yes 47 No 116

4. To what extent did you examine your own personal use of beverage alcohol during alcohol awareness week?

Not at all	A little	Somewhat	A great deal	Don't drink beverage alcohol
74	30	19	6	54

5. Did you incorporate any course relevant alcohol/drug information into your classes in support of NCAAW?

   Yes 32 No 143

6. Do you plan on incorporating any course relevant alcohol/drug information into your classes in the future?

   Yes 68 No 101

7. To what extent were you satisfied with NCAAW?

Not at all	A little	Somewhat	A great deal	No opinion
3	10	38	49	83

8. Do you think observing NCAAW is a good idea?

   Yes 156 No 8 No Opinion 18

9. To what extent do you believe it is important for faculty to be actively involved in campus efforts to reduce student alcohol/drug problems?

Not at all	A little	Somewhat	A great deal	No opinion
9	20	70	64	10

10. What is your department affiliation? _____

    Are you: Faculty 173 Graduate Assistant 10

11. Any additional comments or suggestions? _____

    _____

    _____

Total participation 183

22

NCAAW as a Springboard for Year Round Programming

At Central Michigan University NCAAW has long been a springboard for a year long effort to reduce campus alcohol/drug problems and generally contribute efforts to enhance the health and well-being of the university community. As mentioned previously, last years Alcohol/Drug Program's Annual Report provides a summary of last years activities and some ideas about how the 1989-90 academic year will unfold. The following are some of the follow up activities for this year's NCAAW.

*Follow up mailing on October 23 to faculty and staff regarding alcohol/drug educational resources available at CMU. About 30 faculty requested this information.

*PARTY SMART Posters (relating alcohol misuse and poor academic performance) were distributed throughout campus in mid-November.

*"Your Decision Does Make a Difference" flyers were distributed in late November.

*October 24 presentation by Ross Rapaport to 150 students in a developmental psychology class on alcohol use topologies.

*October 24 radio interview call in show devoted to NCAAW. Ross Rapaport and Casey Cramer were guests of host, student Tony Bittick. We are planning a follow up of NCAAW.

*TV interview on Channel 12.

*October 16 interview by Jill Soskow, News Central.

*Casey Cramer interview on Public Radio on Meril Johnson Show.

*Chemical Dependency Resources at Central Michigan University and in the Mt. Pleasant Community. These resources are available throughout the academic year and many are available throughout the calendar year.

*"Bringing You the Beat" - This is a wellness letter published four times a year by the Wellness Resource Center. Alcohol/Drug information along with other health information will be provided in this newsletter.

*"America Hurts: The Drug Epidemic" was presented in Merril Lobby, 7-8PM, November 6.

*Many Housing NCAAW programs were presented throughout October and November. (See Housing section of this report).

*A one day "Drugs and the Athlete" conference, sponsored by Center for Health Related Programs, Central Michigan University and Gratiot-Isabella I.S.D. was held in Mt. Pleasant on November 28.

*"How to Help a Friend Who Has a Drinking Problem" presentation, 7 PM, October 25, at the University Center.

*Staff attendance or planned attendance at: BACCHUS General Assembly, National Collegiate Alcohol Awareness Week Training Conference, Second National Forum on Substance Abuse Issues in Higher Education, FIPSE Grant Recipient meeting, National Collegiate Drug Awareness Week Training Conference, possibly BACCHUS Regional meetings and the Michigan Consortium on Substance Abuse Education.

*Members of university community participating in Native American Health and Wellness Walk at Saginaw Chippewa Reservation.

*President signs new alcohol policy mid-November.

*Winter holiday education program.

*January one half day evaluation meeting for Alcohol/Drug Programs Coordinating Group.

*National Collegiate Drug Awareness Week.

*Hands United Against Drugs winter semester

*Housing Happenings, Newsletter written by Joan Schmidt. A monthly newsletter for university apartments, often has alcohol/drug information and articles.

*Ongoing Campus Recreational program.

*Ongoing Campus Wellness program.

*New campus Recreational Building will open August 1990 and will provide a wealth of healthy lifestyles programming.

*Ongoing Housing programs.

Table 7 summarizes a tentative Alcohol and Other Drug programming calendar for the 1989-90 academic year.

Table 7. Tentative Alcohol and Other Drug Programming Calendar for 1989-90 Academic Year

Fall 1989

Gerardo Gonzalez, October 5-6
Isabella County Forum, October 10
National Collegiate Alcohol Awareness Week, October 15-22, 1989
Holiday Campaign
Faculty/Graduate Student Evaluation of NCAAW
Enjoy Michigan Safely - Holiday Campaign
Zero One Three Weekends
"PARTY SMART" Poster
Red Ribbon Day

Winter 1990

"Your Decision Makes a Difference" Flyer
National Collegiate Drug Awareness Week, March 1990
Safe Spring Break
Summer Send-Off
Enjoy Michigan Safely - Winter Sports
Hands United Against Drugs

Ongoing 1989-90 Academic Year

Housing Education Programs
Housing Carefrontation Program
Counseling Center Individual and Group Counseling
Wellness Resource Center Alcohol and Other Drug Education and Wellness Programs
Student Life Education Programs
Enjoy Michigan Safely Statewide Campaign (Zero-One-Three)
PRIDE Outreach Programs to Elementary Schools, Junior and Senior High Schools
Campus Recreational Services Programs
Alcohol/Drug Programs Coordinating Group Monthly Meetings